

SHOWCASE **DiVA**™

Showcase Diva is the savvy woman's favourite channel for the hit movies and popular series they love.

new and returning content

Nick and Norah's Infinite Playlist

High school student Nick O'Leary, member of the Queercore band The Jerk Offs, meets college-bound Norah Silverberg and she asks him to be her boyfriend for five minutes. Stars Michael Cera and Kat Dennings.



Nick and Norah's Infinite Playlist

Nights in Rodanthe

A doctor who is traveling to see his estranged son sparks a romance with an unhappily married woman at a North Carolina inn. Stars Diane Lane and Richard Gere.

Forgetting Sarah Marshall

Devastated Peter takes a vacation to Hawaii in order to deal with the recent break-up with his TV star girlfriend, Sarah. Little does he know that Sarah is traveling to the same resort as her ex ... and she's bringing along her new boyfriend. Stars Jason Segel and Kristen Bell.



Forgetting Sarah Marshall

Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data (Aug30-Dec5/10)



More likely to:

- Enjoy going to the coffee shop (106), casual/family dining (107), fine dining (108) and going to live/ballet/opera/art/museum (109)
- Have travelled in the past 12 months (107), travelled 4+ nights in own province (124), out of own province (112) and to other destinations (151)
- Use their media/MP3 or mobile device to text (123 mobile), for photos (135 mobile), GPS (116 mobile), email (139 mobile), download (325 mobile) or listen to music (182 mobile) and watch video (200 mobile)
- Spend \$10,000+ on home improvements (128), own a domestic vehicle (116) or spend \$20,000 or more on a vehicle in the past 2 years (106)
- Spend time online streaming TV (132) and other video (106), listening to radio (150), visiting social networking sites (110), playing online games (113) and sending instant messages (126)

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54



Nights in Rodanthe



Good Luck Chuck